

# **Agriculture Industry in India: Market Segments, Key Drivers, Challenges, Market Trends and Regulations**

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## **Abstracts**

The agriculture sector has been historically perceived by the governments more as a vote bank rather than an engine of growth. The Indian government and policy makers equated economic progress with the services and manufacturing sectors and considered agriculture as the also-ran of the Indian economy. While urban India flourished and people living in the cities got richer, hundreds of millions of farmers remained mired in poverty. The Indian agriculture sector seemed stagnating.

This trend, however, is now gradually undergoing a change. The farm is now back. IMARC Group, one of the world's leading research and advisory firms, finds that lurking fears of food shortage, rethinking on antipoverty priorities and the recent economic slowdown are among the factors that are causing a dramatic shift in the Indian economic policy in favour of greater support for agriculture. The Indian agriculture sector is now moving towards another green revolution. The transformations in the sector are being induced by factors like newfound interest of the organised sector, new and improved technologies, farming becoming more mechanised, new markets and demands, easy credit facilities, rapid growth of contract farming, agriculture friendly policies from the government, etc. Agriculture is now evolving from just a traditional way of life to a professionally managed industry - the agriculture industry.

IMARC's new report entitled "Agriculture Industry in India: Market Segments, Key Drivers, Challenges, Market Trends and Regulations" is the second edition of our highly acclaimed publication. The study is an outcome of an intensive research of the Indian agriculture industry that draws upon a comprehensive analysis of every major agriculture segment in India. The study, which is based both on desk research and four waves of qualitative primary research, has delved deeply into the agriculture industry in India:

## What We Have Achieved in this Report

Comprehensive situation analysis of the Indian agriculture market and its dynamics.

Identifying all application segments/sub-segments and quantifying their current and future market potential.

Providing robust long range value and volume forecasts for all segments and sub-segments.

Providing an understanding of key drivers and restraints and their impact on current and future market scenario.

## Agricultural Segments Covered in this Report

Farming

Agriculture Equipments

Fertilizers

Pesticides

Warehousing

Cold Chains

Food Processing

Dairy Farming

Floriculture

Apiculture

Sericulture

Seeds

Fisheries

Poultry

Animal Husbandry

Animal Feed

Bioagriculture

## Focus of the Analysis for Each Segment and Sub-Segment

Drivers and Challenges

Historical, Current and Future Market Values

Historical, Current and Future Market Volumes

Analysis of Various Sub-Segments

Areas of Opportunity

Competitive Landscape

## Information Sources

Information has been gleaned from both primary and secondary sources:

Primary sources include industry surveys and face to face/telephone interviews with industry experts.

Secondary sources include proprietary databases and search engines. These sources include company websites and reports, books, trade journals, magazines, white papers, industry portals, government sources and access to more than 4000 paid databases.

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